

**ABSTRACT**

One embodiment practicing aspects of the present invention provides a computer-implemented method for adjusting a reference selling profile for a reference product, comprising retrieving one or more reference selling profiles corresponding to  
5 daily or more frequent historical data for one or more reference products, and adjusting the reference selling profiles to correct for one or more promotions which impacted the historical data. Other embodiments and aspects provide for determining location distribution shares, projecting sales, determining distribution quantities, comparing alternative markdown scenarios, etc.

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